

Applicant: Phillip Y. Goldman, et al.  
 Serial No.: 09/264,432  
 Filing Date: March 8, 1999

Att'y Docket No. 14531.46  
 Group: 2711

For: SYSTEM AND METHOD OF INSERTING ADVERTISEMENTS INTO AN INFORMATION RETRIEVAL SYSTEM DISPLAY



INFORMATION DISCLOSURE CITATIONS MADE BY APPLICANT

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Group 2700

Examiner Initial*	Patent Number	Issue Date	Name	Class	Sub Class	Filing Date
SEB A1	3,919,479	11/11/75	Moon et al.	179	1 SB	04/08/74
SEB A2	4,677,466	06/30/87	Lert, Jr. et al.	358	84	07/29/85
SEB A3	4,788,682	11/29/88	Vij et al.	370	110.1	09/23/86
SEB A4	5,105,184	04/14/92	Pirani et al.	340	721	11/09/89
SEB A5	5,136,636	08/04/92	Wegrzynowicz	379	207	02/07/91
SEB A6	5,172,413	12/15/92	Bradley et al.	380	20	12/20/90
SEB A7	5,233,423	08/03/93	Jernigan et al.	358	181	11/26/90
SEB A8	5,382,970	01/17/95	Kiefl	348	1	07/19/91
SEB A9	5,410,326	04/25/95	Goldstein	348	134	12/04/92
SEB A10	5,412,416	05/02/95	Nemirofsky	348	10	08/07/92
SEB A11	5,488,423	01/30/96	Walkingshaw et al.	348	460	11/17/94
SEB A12	5,524,195	06/04/96	Clanton, III et al.	395	155	03/04/94
SEB A13	5,532,735	07/02/96	Blahut et al.	348	13	04/29/94
SEB A14	5,559,549	09/24/96	Hendricks et al.	348	6	12/02/93
SEB A15	5,566,353	10/15/96	Cho et al.	455	2	09/06/94

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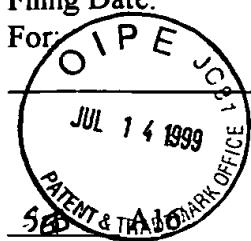
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<u>SEB</u>	5,600,364	02/04/97	Hendricks et al.	348	1	12/02/93
<u>SEB</u> A17	5,600,366	02/04/97	Schulman	348	9	03/22/95
<u>SEB</u> A18	5,636,346	06/03/97	Saxe	395	201	05/09/94
<u>SEB</u> A19	5,659,653	08/19/97	Diehl et al.	386	46	06/03/94
<u>SEB</u> A20	RE 35,651	11/04/97	Bradley et al.	380	20	12/15/94

#### Foreign Patent Documents

Examiner Initial*	Document Number	Publ. Date	Country or Patent Office	Sub Class	Class	Trans-lation
<u>SEB</u> A21	96/30864	10/03/96	WO	--	6	Yes
<u>SEB</u> A22	6,314,184	08/11/94	JP	--	14	Yes -- Abstract

#### Other Documents

(including author (if listed), title, relevant pages, date of publication including at least month and year).

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SEB A23 "Cyber View: On-Line Advertising Goes One-on-One," Scientific American, December 1997.

#### References Cited by Applicants

While the filing of Information Disclosure Statements is voluntary, the procedure is governed by the guidelines of Section 609 of the Manual of Patent Examining Procedure and 37 C.F.R. §§ 1.97 and 1.98. To be considered a proper Information Disclosure Statement, Form PTO-1449 shall be accompanied by a copy of each listed patent or publication or other item of information and a translation of the pertinent portions of foreign documents (if an existing translation is readily available to the applicant), an explanation of relevance of each reference not in the

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5/26/02

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Applicant: *IP E* Phillip Y. Goldman, et al.  
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Filing Date: *14 1999* March 8, 1999  
For: *PATENTS & TRADEMARKS*

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English language, and should be submitted in a timely manner as set out in MPEP Sec. 609.

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Examiners will consider all citations submitted in conformance with 37 C.F.R. § 1.98 and MPEP Sec. 609 and place their initials adjacent the citations in the spaces provided on this form. Examiners will also initial citations not in conformance with the guidelines which may have been considered. A reference may be considered by the Examiner for any reason whether or not the citation is in full conformance with the guidelines. A line will be drawn through a citation if it is not in conformance with the guidelines AND has not been considered. A copy of the submitted form, as reviewed by the Examiner, will be returned to the applicant with the next communication. The original of the form will be entered into the application file.

Each citation initialed by the Examiner will be printed on the issued patent in the same manner as references cited by the Examiner on Form PTO-892.

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### SUPPLEMENTAL INFORMATION DISCLOSURE CITATIONS MADE BY APPLICANT

#### U.S. Patent Documents

Examiner Initial*	Patent Number	Issue Date	Name	Class	Sub Class	Filing Date
SEB	A1 5,918,014	06/29/99	Robinson	395	200.49	12/26/96
SEB	A2 5,933,811	08/03/99	Angles et al.	705	14	08/20/96
SEB	A3 5,948,061	09/07/99	Merriman et al.	709	219	10/29/96
SEB	A4 5,991,735	11/23/99	Gerace	705	10	08/11/98
SEB	A5 6,006,257	12/21/99	Slezak	709	219	09/27/96
SEB	A6 6,009,410	12/28/99	LeMole et al.	705	14	10/16/97

#### References Cited by Applicants

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